

What we claim is:

1. A foldable stand for displaying merchandise, comprising
a vertical board foldable along a plurality of horizontal fold lines to a collapsed condition,
two mutually parallel vertical elongated easel panels located at a rear surface of said
5 vertical board along two vertical joint lines therein and being operative to support said vertical
board to rest in a substantially upright manner on a supporting surface, said easel panels being
foldable along said joint lines to lie in a flat condition juxtaposed to said rear surface of said
vertical board and then foldable along said horizontal fold lines together with said vertical board,
a stabilizing supporting base located at a bottom front portion of said vertical board, said
10 base having two side panels wherein each side panel has a vertical fold line, and said side panels
being foldable along said vertical fold line to a collapsed condition,
elastic cord means connected to said side panels and being in an elastic tension when
said side panels are folded in said collapsed condition.
2. A foldable stand according to Claim 1 wherein said elastic cord means includes a first
15 elastic cord member connected between one of said side panels and said vertical board, and a
second elastic cord member connected between the other one of said side panels and said
vertical board, said first elastic cord member and said second elastic cord member extending in a
tension state when said side panels of said supporting base is in the folded and collapsed
condition.
- 20 3. A foldable stand according to Claim 1 including a plurality of rows of mounting openings
formed in said vertical board, and adapted to receive merchandise mounting bars removably
mounted to said vertical board in a cantilever manner.

4. A foldable stand according to Claim 1 including a plurality of rows of slot openings formed in said vertical board, adapted to receive a plurality of merchandise display baskets removably mounted to said vertical board.

5. A foldable stand according to Claim 4 wherein each of said baskets has two parallel generally L-shaped arms extending upwards and rearwardly from upper rear corners of side walls therein.

6. A foldable stand according to Claim 5 said base has a triangular side cross sectional shape with a front rectangular panel sloping downwardly and forwardly to a bottom edge operative to rest on said supporting surface when said stand is in an erected condition.

10 7. A foldable stand according to Claim 6 including a plurality of brace members pivotally mounted in a horizontal manner at said rear surface of said vertical board, a first plurality of elastic cords mounted between said one of said elongated easel panels and one side of said brace members, and a second plurality of elastic cords mounted between the other one of said elongated easel panels and a second side of said brace members, said first plurality of elastic cords and second plurality of elastic cords being in elastic tension when said easel panels are 15 folded to lie juxtaposed to said rear surface of said vertical board.

8. A foldable stand according to Claim 7 wherein said vertical board, said easel panels, said base and said brace member are made of a cardboard material.

20 9. A foldable stand according to Claim 8 wherein said base is rectangular in shape and having a generally rectangular top panel hingedly connected to a top front edge of said front panel, said top panel having an extension arm extending rearwardly from a rear edge therein and adapted to engage with a horizontal slot opening formed in said vertical board when said top

panel is in a horizontal position.

10. A foldable stand according to Claim 9 including an additional elastic cord mounted between said top panel and said vertical board and adapted to maintain said top panel normally in said horizontal position.

5 11. A foldable stand according to Claim 10 wherein said extension arm is disengageable from said horizontal slot in said vertical board by pulling said top panel forward and pivoting upward relative to said front edge against elastic tension of said additional elastic cord while said side panels are pushed outwards at said middle vertical lines for folding said base to a collapsed condition to facilitate folding said stand into the folded condition.

10 12. A foldable stand according to Claim 11 wherein said top panel is divided into a left top panel and a right top panel with a downwardly extending semi-circular cut out formed at the front edge of said front panel, said semi-circular extending between said left top panel and said right top panel.

15 13. A foldable stand according to Claim 12 wherein said right top panel includes a first extension arm formed in a rear edge therein operative for engaging with a first horizontal slot opening formed in said vertical board when said right top panel is located in a horizontal position, and said left top panel also includes a second extension arm formed in a rear edge therein operative for engaging with a second horizontal slot opening formed in said vertical board. when said left top panel is located in a horizontal position.

20 14. A foldable stand according to Claim 13 including a first elongated elastic cord mounted between said right top panel and said vertical board and operative to maintain said right top panel normally in said horizontal position, and a second elongated elastic cord mounted between

5 said left top panel and said vertical board and operative to maintain said left top panel normally in said horizontal position, said first extension arm and said second extension arm being disengageable with said first horizontal slot and said second horizontal slot respectively when said right top panel and said left top panel are pivoted upwards while said side panels of said base are pushed outwards in said vertical center lines for folding said base and subsequently said vertical board to a folded collapsed condition.

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